

Buy Detail Report

Revision #: Date: 10/28/2016

4:08 PM

Client: Caldwell for Mayor

Media: TV

Product: Caldwell for Mayor

Market: Honolulu

Estimate: 3634

Description: Caldwell TV 10.31-11.8

Flight Start Date: 10/31/2016 03:00 AM

Flight End Date: 11/13/2016 11:59 PM

Survey: May16 DMA Nielsen Live+1

Buyer: Janel Masatsugu

Vendor: KHON-S2

88 Piikoi St

Honolulu, HI 96814

Contact: Sara Poland

E-Mail: spoland@khon2.com

Phone: 591-4292/292-0101c

Fax: 591-9085

Affiliation: FOX

Send Billing To: Anthology Marketing Group

1003 Bishop St., 9th Floor, Pauahi Tower

Honolulu, HI 96813

Phone: (808) 544-3000

Separation between spots: 30

Line	Daypart No Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/31 11/7	Total Spots
KHON-S2							
21	MTuWThF 6:00a- 7:00a WAKEUP 2DAY 6	EM	\$225.00	\$191.25	30	2	2
22	MTu 6:00a- 7:00a WAKEUP 2DAY 6	EM	\$225.00	\$191.25	30	4	4
23	MTuWThF 7:00a- 8:00a WAKE UP 2DAY@7	EM	\$225.00	\$191.25	30	2	2
24	MTu 7:00a- 8:00a WAKE UP 2DAY@7	EM	\$225.00	\$191.25	30	2	2
25	MTuWThF 8:00a- 9:00a LIVING808	EM	\$115.00	\$97.75	30	2	2
26	M 6:00p- 6:30p KHON 2 NEWS@6	EN	\$1,200.00	\$1,020.00	30	1	1
27	M 6:30p- 7:00p WHEEL-FORTNE	PA	\$1,125.00	\$956.25	30	1	1
28	MTuWThF 9:00p- 9:30p KHON 2 NEWS@9	PT	\$600.00	\$510.00	30	2	2
29	M 9:00p- 9:30p KHON 2 NEWS@9	PT	\$600.00	\$510.00	30	1	1
30	MTuWThF 10:00p-10:30p KHON 2 NWS@10	LN	\$900.00	\$765.00	30	1	1
31	M 10:00p-10:30p KHON 2 NWS@10	LN	\$900.00	\$765.00	30	1	1
32	MTuWThF 10:30p-11:00p INSIDE EDITION	LF	\$250.00	\$212.50	30	2	2
33	M 10:30p-11:00p INSIDE EDITION	LF	\$250.00	\$212.50	30	1	1
81	M 4:00p- 5:00p JUDGE JUDY/JUDGE JUDY B	EF	\$100.00	\$85.00	30	1	1

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Daypart Line No Program	Daypart Code	STN Gross	STN Net	Dur	Wks 10/31 11/7	Total Spots
KHON-S2						
82 Sa 6:00p- 6:30p KHON 2 NEWS@6	EN	\$900.00	\$765.00	30	1	1
83 Su 6:00p- 6:30p KHON 2 NEWS@6	EN	\$750.00	\$637.50	30	1	1
84 Su 10:00p-10:30p KHON 2 NWS@10	LN	\$825.00	\$701.25	30	1	1
Total Spots:					14 12	26
Total Cost:		\$11,730.00	\$9,970.50			26

Signature: _____

Disclaimer:

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Summary by Station/Month

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Station	Month	Total Spots	STN Gross	PCT	STN Net	PCT
KHON-S2						
	NOV 16	26	\$11,730.00	100%	\$9,970.50	100%
Market Total:						
	NOV 16	26	\$11,730.00	100%	\$9,970.50	100%
		26	\$11,730.00		\$9,970.50	